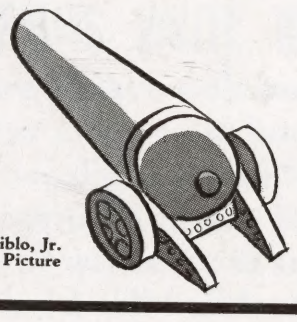
YOUR CAMPAIGN PLAN FOR...

"3 SONS O'GUNS"



Directed by BEN STOLOFF • Original Screen Play by Fred Niblo, Jr.
A Warner Bros.-First National Picture

A WARNER BROS. HIT with
Wayne MORRIS · Marjorie RAMBEAU
Irene RICH · Tom BROWN · William T. Orr

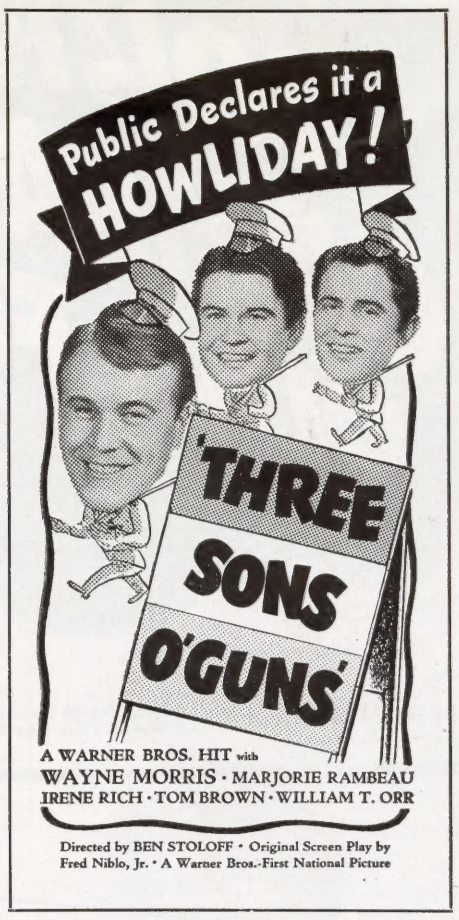
Mat 204—6½ inches x 2 columns (180 lines)—30c

Mat 105
5¾ inches (79 lines)—15c

Mat 203—2½ inches x 2 columns (70 lines)—30c

Forward March For More Advertising . . .

Mat 207—6¾ inches x 2 columns (190 lines)—30c



Mat 103
4¼ inches (59 lines)—15c

Mat 104
4½ inches (62 lines)—15c

Mat 202—6¼ inches x 2 columns (174 lines)—30c

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2-IN-ONE MAT
Mat 107—15c

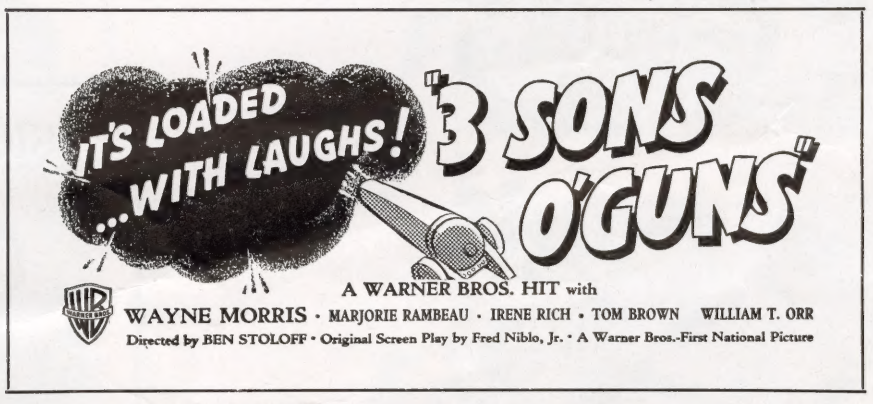
Mat 206—5½ inches x 2 columns (156 lines)—30c

Mat 106
3 inches (42 lines)—15c

Mat 208—3½ inches x 2 columns (96 lines)—30 lines

Official Billing

WARNER BROS.	40%
Pictures, Inc. Presents	5%
"THREE SONS O'GUNS"	100%
with	
WAYNE MORRIS	75%
MARJORIE RAMBEAU	50%
IRENE RICH	50%
TOM BROWN	50%
WILLIAM T. ORR	50%
Directed by Ben Stoloff	15%
Original Screen Play by Fred Niblo, Jr.	3%
A Warner Bros.-First National Picture	5%



Mat 205—1½ inches x 2 columns (44 lines)—30c

Command Attention With the Warner Trailer

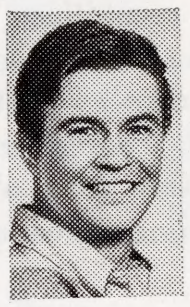
PUBLICITY

(Lead Story)

Gay Trio Drafted In 'Three Sons O'Guns'

Wayne Morris, Tom Brown and William Orr are the three slap-happy jitterbugs who portray the title roles in Warner Bros.' fast-paced comedy, "Three Sons O'Guns," which opens at the Strand Theatre next Friday.

The three fellows are cast in a new kind of film treatment of conscription. It's about a trio of draft-dodgers-at-heart. Morris is trombone-happy, but suddenly decides to get a job and support his mother, incidentally becoming draft-exempt. Orr is theatre-happy, but takes time off his phoney rehearsals to get married — right after he gets his questionnaire. Brown is fun-happy, and settles right down to list every ailment he ever had.



Mat 101—15c
Tom Brown

At the head of this brood is unhappy Irene Rich, who deplores her sons' lack of character. Marjorie Rambeau is the aunt who lives with the family and laments the boys' easy-going and selfish ways. Because of her responsibilities, the boys' mother has even been kept from marrying an old flame, Moroni Olsen.

Miss Rambeau fixes everything when the boys appear at the draft board. She points out that Bill isn't really married, as his showgirl wife's divorce isn't legal. Wayne and Tom, too, haven't a thing that should disqualify them from service. And she hopes it'll "make men out of 'em"!

What the army does to three such featherbrains is the point of the film. It's as exciting to the movie audience as it is to their screen mother, Irene Rich.

The well-timed original screen story was written by Fred Niblo, Jr., and directed by Ben Stoloff, talented megaphonist.

ACTORS SAMPLE ARMY LIFE

One hundred eighty-five men between the ages of 21 and 35 were called to the colors recently. They arrived at the designated meeting place and were told to change into uniforms and report for active duty—in Warner Bros.' "Three Sons O'Guns," which opens at the Strand Theatre on Friday.

These men are Hollywood extras who received a taste of Army life when called to work in the story about the draft and army life. The men, fully equipped, reported to Stage 16. Here they were joined by three more soldiers, Wayne Morris, Bill Orr and Tom Brown who portray the title roles.

Twenty rehearsal drills were necessary before the men appeared photogenically to be veteran soldiers. They fell in and out of ranks 58 times during the day and also went through nine roll-calls. They presented arms eight times.

Although mighty tired when dismissed, the extras agreed that it was a day well spent. Many had already taken their physical examinations and expected to be called for active service very soon.

ARMY 'MAKES MEN' OF PICTURE STARS

A new and gay twist has been given the subject of conscription for Warner Bros.' fast-paced film on that subject, "Three Sons O'Guns," which opens at the Strand Theatre next Friday with Wayne Morris, Tom Brown and William Orr in the title roles.

Irene Rich portrays the mother and Marjorie Rambeau the aunt of the three featherbrains who have little but trombones, theatricals and sports promotions on their minds.

It's when the boys get their draft questionnaires the film's action goes into high gear. They immediately start to air any exemption possibilities. When they appear at the draft board, it's the irate Miss Rambeau who storms in and denounces them as shiftless and worthless, but good army material.

What the army actually does for three such irresponsible youths is the point of the story and makes for a thrilling climax.

The film's direction was handled by Ben Stoloff and Fred Niblo, Jr., wrote the original screen play.

TROMBONE, STRAND STAR'S FIRST LOVE

For the first time in his motion picture career Wayne Morris doesn't have one love scene with a beautiful girl in his current role in Warner Bros.' "Three Sons O'Guns," opening at the Strand on Friday. In the picture Wayne devotes all his attention to a trombone.

The script calls for him to lose two positions as a result of practicing trombone lessons during business hours. His one ambition in life is to join a big name band. When he finds himself getting nowhere, Morris is saved by Uncle Sam. He is drafted into the army and becomes the regimental bugler.

Squiring a trombone doesn't necessitate a smoothie appearance. Wayne, as a result, doesn't have a slick hair comb once during the picture. His hair just hangs loosely over his forehead.

(Opening Day Story)

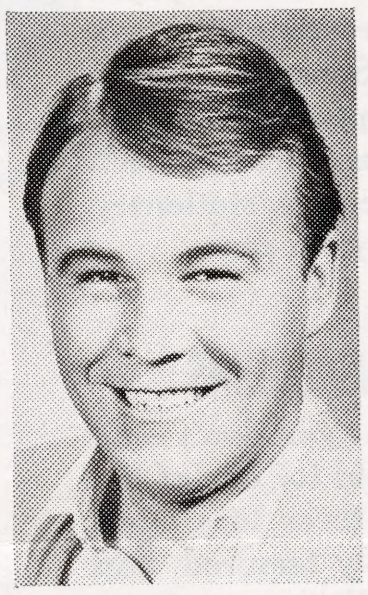
DRAFT DODGING 'NO GO' IN 'THREE SONS O'GUNS'

For bang-up film entertainment, Warner Bros.' "Three Sons O'Guns," opening at the Strand Theatre today, promises to be one of the funniest motion pictures of the season.

In the title roles are a rascally trio of talented young players, Wayne Morris, Tom Brown and William Orr. Their mother is played by Irene Rich, and Marjorie Rambeau is the aunt.

The film's cavorting is about the three boys, wastrels all, and their attempts to dodge the draft. Always problem children, trombone-playing Wayne, actor Bill and sports-promoter-jack-of-all-trades Tom, give Miss Rich a heartache to add to her headache when the conscription questionnaires arrive.

Jerked out of inertia, Wayne magnanimously accepts a job, that he can claim his mother a dependent. Bill can't talk his girl, the lovely Suzanne Peters, out of waiting for a church wedding, so he elopes with a dizzy show girl. Tom wonders about what ailments can keep him out.



Mat 102—15c
WAYNE MORRIS

It takes Miss Rambeau to tell them off and assure the draft board of her nephews' eligibility.

Army life does for the boys what their mother and aunt had felt it would and the two are a couple of proud, happy women at the film's end.

Ben Stoloff directed the original story by Fred Niblo, Jr.

Old Team in New Film

Irene Rich has been young Bill Orr's mother for so long she says she is beginning to worry about him at night. Irene first "adopted" him in "The Mortal Storm," in which the German army forced a cruel separation. Now the happy relationship has been renewed in Warner Bros.' "Three Sons O'Guns," at the Strand on Friday. This time the American army is going to take her boy away in the draft.

Mat 201—30c
THE "THREE SONS O'GUNS" and their mother, Irene Rich, have a gay time of it in the Warner Bros. film, at the Strand on Friday. The title roles are filled by William T. Orr, Wayne Morris and Tom Brown, above, and Marjorie Rambeau is featured.

(Review)

'Three Sons O'Guns' Cavort in Strand Film

A trio of carefree softies who take America for granted and start looking over exemption possibilities as soon as their questionnaires for the draft arrive provides the unusual twist in Warner Bros.' fast-moving new film, "Three Sons O'Guns," which opened at the Strand Theatre last night.

The title roles are filled by three zestful young fellows, the popular Wayne Morris, Tom Brown and William Orr. Their perplexed mother is portrayed by the lovely Irene Rich and the great character actress Marjorie Rambeau plays the aunt who came to tea ten years ago and is still living wth the family. Beautiful and piquant screen newcomer Suzanne Peters adds the romantic interest.

Tom is the youngest of the boys, a spoiled, self-centered brat. Then comes Bill, who fancies himself an actor and surrounds himself with a phoney theatrical troupe. The third son is Wayne, the family's only employed member, who keeps losing his jobs because of his practicing the trombone in the washrooms. None of the trio has ever had a responsible moment.

When their conscription questionnaires arrive things start to happen in the family. Wayne grabs a job he'd turned down so that he could "support his mother" for the benefit of the draft board. Bill proposes to Suzanne, who loves him, but insists on waiting for a church wedding. This won't suit his exemption ideas, so he elopes with one of his show girls. Tom develops a list of ailments.

Again Wayne loses his job for trombone-playing, before they are to appear at the draft board. At the board, the three start elaborating their exemption claims when Miss Rambeau marches in and denounces them as disgustingly healthy material for the army. Even Bill's marriage is proven illegal.

It takes the army to make men out of these three, as is thrillingly depicted in the closing scenes of this enjoyable comedy.

Ben Stoloff directed the original Fred Niblo, Jr. screen play.

ACTORS DRAFTED IN GAY STRAND FILM

Recently Wayne Morris, Bill Orr and Tom Brown filled out draft blanks simultaneously. This time they filled them out for the benefit of the camera, not Uncle Sam. The boys play three irresponsible sons of Irene Rich in Warner Bros.' "Three Sons O'Guns," opening at the Strand on Friday.

Their film portrayals were anything but patriotic. Discussion centered on exemption possibilities.

Director Ben Stoloff yelled, "Action!"

Orr spoke first. "We can't let mother re-marry. If she does, she won't be dependent on us."

Brown, noticing the physical and mental exemptions, said hopefully, "I've been called an idiot lots of times. Besides I've been having trouble with my eyes lately."

Orr then screamed, "A wife. That's what I'll get."

As Morris, deep in thought, started to leave the room he remarked, "I'm not only going to support Mom, but I'm going to get a job. I'll even do *that* for mother," in a grand manner.

CAST

Charley Patterson	Wayne Morris
Aunt Lottie	Marjorie Rambeau
Margaret Patterson	Irene Rich
Eddie	Tom Brown
Kenneth	William T. Orr
Mary Tyler	Susan Peters
Philip Talbot	Moroni Olsen
Francie	Barbara Pepper
Buffalo Bill Oxenstern	John Kelly
Blotievkin	Fritz Feld
Henry Gresham	Charles D. Waldron
Haddock	Charles Halton
Mrs. Tyler	Florence Shirley
Baxter	William Davidson
Reynolds	Frank M. Thomas

PRODUCTION

Directed by BEN STOLOFF

Original Screen Play by Fred Niblo, Jr.; Director of Photography, Arthur Todd, A.S.C.; Art Director, Stanley Fleischer; Dialogue Director, Harold Winston; Film Editor, Terry Morse; Sound by Francis J. Scheid; Gowns by Howard Shoup; Makeup Artist, Perc Westmore; Music by Howard Jackson.

Running Time.....65 Minutes

SYNOPSIS

(Not For Publication)

Margaret Patterson (Irene Rich) has her hands full with three slap-happy sons. Charley (Wayne Morris) keeps losing jobs because of practicing his trombone in washrooms. Kenneth (Bill Orr) fancies himself an actor. Eddie (Tom Brown) is a sports promoter. When they try for draft exemptions Aunt Lottie (Marjorie Rambeau) appears at the board to testify there's nothing wrong with Charley or Eddie and Kenneth's marriage — intended to help dodge the draft—isn't legal. They go to camp. Margaret visits the boys and discovers that the army's really "made men" of them.

EXPLOITATION

LET'S GO WITH TWO FOR THE SHOW—ON DRAFT

Contact draft board for names and addresses of the local boys who are seeing service with the colors. These listings not only build good will, but serve as guides to selectee's friends who may want to write them. Post names on a 40 x 60 frame headed, "Write To These Sons O' Guns."

BEAUTS WRITE RECRUITS

Letters are always welcome . . . especially to the boys away from home. Organize a group of local gals to write weekly to the men at camp. Address listings in lobby (see above) will serve as an important aid. Idea is a good will-builder that should garner plenty of valuable news play.

FOR OPENING DAY . . . .

Group local dealer ads on full newspaper page with banner line reading, "Here's What To Send Those Sons O' Guns." Merchant ads should appeal to wives, sisters, and sweethearts and feature such items as sweaters, socks, candy, stationery . . . everything for the boys in camp.

HONOR LOCAL SONS O'GUNS

Hardly a day goes by that you don't read of a Draft Party being held for one of the local selectees. Contact three local sons o' guns about to be thusly honored and invite them and their friends to your show.

DRAFT THIS IDEA . . . .

For spotting on throwaways, teaser cards, or reverse side of herald (ad mat 207, of course!)

> JOIN THE ARMY
>
> Of thousands who have laughed at those THREE SONS O' GUNS! It's the Strand's new laff riot of three draftees on the march to bring you a regiment of roars! See it on Friday!

SELECTIVE SERVICE . . . .

in popular tie-up stills for practical planting. Order "Sons O' Guns Tie-up Stills" —85c for set of ten, 10c individually.

"Three Sons O' Guns"
- SG 16—RCA Radio and Recording Set
- SG 32—Sport Shop
- SG 501—Music Store

Wayne Morris
- WM 89—Sport Coat
- WM 189—Key Ring
- WM 198—Jewelry Shop (Wrist Watch)
- WM 241—Sun Glasses

Susan Peters
- SC 3—Evening Gown
- SC 16—Eden-Markham Gloves
- SC Pub G—Bathing Suit

Now that you've got the names and addresses, how about staging a draft lottery of your own? Drawing is held on stage of theatre with mayor or civic official pulling lucky numbers out of box. The winning three sons o' guns receive various awards promoted from local merchants.

ARMY COOPERATION

In keeping with their recruiting drives, local Army post may be willing to cooperate in setting a lobby display that packs plenty of patron interest. Exhibit includes everything for present-day sons o' guns, —mess kits, fatigue denims, rifles, etc.

LOOKIE! ROOKIES!

Three sons o'guns parade streets in buck privates' regalia. Sign on the back of middle man carries billing and playdate.

ARMY LINGO CONTEST

A new, picturesque American lingo has been born of the draft. Here are some of the soldiers' slang expressions. Use for program, herald, newspaper, and radio contests. Equivalents are opposite army jargon. Award guest tickets to those who can complete list.

A Gold Bricker is a	slacker
jawbone	on credit
over the hill	A.W.O.L.
bolo	fail
finnegan	army cot
can opener	the cook
evening prayer	dice game
hot cakes	knee pads
dust disturber	infantryman
ice cream	rice pudding
alfalfa	salad
worms	spaghetti
caviar	tapioca
sand	sugar
roller skate	tank

WIN THE WOMEN

Irene Rich, popular star with a large female radio following, portrays the mother of three draftees. Contact woman's page editor of local paper to conduct a special letter forum wherein mothers of selectees discuss their sons' needs, problems and progress. Branch set still SG 507 makes an excellent illustration for the feature.

HEY! CUT IT OUT!

The six-sheet sells the comedy angles. Cut around figures of the three sons o' guns, mount and surround with stills for lobby.

LIFT THIS PAGE FOR MORE ADS AND PUBLICITY

POSTERS AND ACCESSORIES

SIX-SHEET . . . . . Rental: 48c

SPECIAL QUANTITY PRICES

SIX-SHEETS

25 to 49	80c each
50 to 99	70c each
100 and over	60c each

THREE-SHEETS

50 to 99	32c each
100 and over	28c each

ONE-SHEETS

50 to 99	11c each
100 and over	9c each

REGULAR WINDOW CARDS

1 to 49	7c each
50 to 99	6c each
100 and over	5½c each

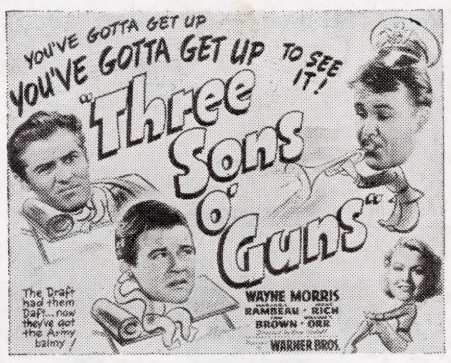
THREE-SHEET
Rental: 24c

ONE SHEET . . . Rental: 8c

SLIDE . . . . Price: 15c

INSERT CARD
Rental: 12c

REGULAR WINDOW CARD



8 COLORED 11 x 14's . . . Rental: 35c for Set

2 COLORED 22 x 28's
Rental: 20c each

SIGNED STAR FOTOS FOR GIVEAWAYS

11″ x 14″ color glos priced: 25 and over—20c each; 10 to 24—30c each; 1 to 9—35c each. Also available in 8″ x 10″ size at 15c.

8″ x 10″ autographed fan foto priced: 1,000 to 2,000—$4.40 per M; 3,000 to 4,000—$4.20 per M. Lower prices on larger quantities.

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